

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 087-2005



To: Mayor David Dermer and
Members of the City Commission

Date: April 7, 2005

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge", written over the printed name of the City Manager.

Subject: **PARKING MULTI-SPACE PAY STATIONS - UPDATE**

At the February 2, 2005, City Commission Meeting Item No. R9F, entitled, "Discussion Regarding the New Parking Pay Stations" requested by Commissioner Matti Herrera Bower was held. The discussion included various recommendations to enhance the current system. It concluded with direction to the Administration to review and proceed with achievable enhancements to the Pay Stations that were discussed. The enhancements discussed included: (1) clearer instructions and graphics on the instruction panel; (2) extending maximum time limits in the Lincoln Road corridor; (3) CMB Smart Card discount extended to residents by local vendors; (4) placement of a telephone/contact number on the pay stations in case of malfunctions and/or questions; (4) review the minimum transaction fee and minimum increments for credit cards and smart cards; (5) lighting; and (6) canopy/cover for inclement weather.

Upon further review of the aforementioned recommendations, the Administration has taken the following actions:

1. Clearer instructions and graphics on the instruction panel:

The Parking Department has produced a panel to be displayed at eye level with larger and clearer fonts providing simple instructions. The instructions are entitled, "1, 2, 3...Park!" Simply stated, there are three easy steps to follow:

- Step 1: Choose a payment method; and*
- Step 2: Press the "Green" Button for a receipt; and*
- Step 3: Display the receipt visibly on the vehicle's dashboard.*

2. Extending maximum time limits in the Lincoln Road corridor:

All pay stations in the Lincoln Road corridor will be upgraded to a maximum time limit of eight (8) hours. Maximum time limits at other pay stations throughout the City will vary contingent with the adjacent land uses and activities.

3. City of Miami Beach Smart Card discount extended to residents by local vendors:

The Parking Department has contacted Publix Supermarkets, the largest distributor of Smart Cards in the City seeking their cooperation in passing on the 10% discount currently offered to merchants distributing the cards to bona fide residents as well. Currently, residents may obtain the 10% discount; however, their card purchase must be made at City

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Hall or the Parking Department. Publix Supermarkets has been very cooperative with the sale of Smart Cards since their inception and has been a great partner of the City in providing this public service. Publix is currently reviewing the matter at their corporate headquarters in Lakeland, Florida and will provide a response to this request in the near future. Publix is currently reviewing their internal policies as to how to handle the City's cards as well as other ancillary services they provide in the form of cards/certificates.

4. Placement of a telephone/contact number on the pay stations in case of malfunctions and/or questions:

The Parking Department's hotline (305) 673-PARK (7275) is posted on the pay stations; however, this will be enhanced by the addition of specific menu selection when calling the "Parking Hotline" to report a malfunction or receive information regarding the pay stations. This prompt will be transferred to a 24 hour hotline. Additionally, there will be instructions on the pay stations to use another machine if it is malfunctioning.

5. Review the minimum transaction fee and minimum increments for credit cards and smart cards;

Minimum transactions for credit cards will be \$1.00 and as an enhancement, each additional increment will be \$0.25. This is down from a previous additional increment of \$1.00. Minimum transactions for CMB Smart Cards will be \$0.25 and each additional increment will be \$0.25 as is currently in place for single space meters.

6. Lighting:

Upon the initial installation of pay stations, the goal was to place each pay station in close proximity to existing light fixtures in the facility; however, this was not feasible in all circumstances. Currently, the LCD display on the pay stations is backlit; however, the instruction panel in some areas could use improved lighting. The Parking Department has requested "Parkeon" (pay station manufacturer) to develop a lighting fixture for the pay stations. The Parking Department is currently evaluating various prototypes for a trial installation period in order to determine its effectiveness.

7. Canopy and/or cover:

The Parking Department is also reviewing various canopy prototypes produced by "Parkeon" and may proceed with a test site in order to determine its effectiveness.

Additionally, the Parking Department has taken additional steps to further enhance the utilization of the pay stations. Specifically, the Department is now honoring pay station receipts citywide at all metered spaces, including single space meters. Incidentally, the increased convenience of the pay stations vis-à-vis the additional payment options were demonstrated in February during the NMMA Boat Show. Users parking at single space meters throughout the Lincoln Road corridor were noted displaying pay station receipts as opposed to paying the single space meters.

8. CMB Smart Card Refund Feature Alternative:

The Parking Department is reviewing "Auto-Parq", a technology that may serve a potential alternative to resident's dismay over the pay station's inability to provide the refund feature.

Auto-Parq is about the size of a pocket calculator and essentially is a parking meter that operates inside the vehicle. The Auto-Parq is purchased with a preloaded time value; the user simply turns on the Auto-Parq when they want to start a session; hangs it from the rearview mirror with the crystal display visibly decrementing time; and the user turns it off when they return to their vehicle to finish their session. Residents could potentially purchase it at the ten (10%) discount similar to the smart card and would be able to use the Auto-Parq only for their needed time, similar to the smart card refund feature where unused time was "refunded" to the card. The end result would be the same. Residents would be able to use [pay] for the exact amount of time of their stay without losing any unused time.

For informational purposes, the Parking Department has conducted various user surveys of the pay stations throughout the City. Pay stations are operational on Ocean Drive, Lincoln Road, 17th Street, and 72nd Street Parking Lot. 328 users were surveyed at these four locations with the following results:

- 66% have used "pay and display" pay stations before.
- 83% found pay stations easy to use.
- 79% found the instructions on the pay stations clear and easy to use.
- Payment methods used broke down as follows:
 - Bills: 52%
 - Coins: 23%
 - Credit Cards: 20%
 - CMB Smart Cards: 5%
 - Total: 100%
- 73% preferred the pay stations over single space meters.

Lastly, the Parking Department in conjunction with the PIO (Public Information Office) has produced an informational video airing regularly on Channel 20, providing instruction and information regarding the use of the pay stations. If you have any questions or need any additional information, please feel free to contact me.



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